

PHILIP MORRIS COLOMBIA AND THE COLOMBIAN GOVERNMENT SIGN A COLLABORATION AGREEMENT

(Santa Fe de Bogotá, D.C., March 17, 2000) The Bureau of National Taxes and Customs (DIAN) and Philip Morris Colombia, S.A. company today signed a collaboration agreement to assist DIAN in its struggle against the contraband of Marlboro brand cigarettes.

The collaboration agreement constitutes an important endorsement of the largest tobacco company in the world, manufacturer of Marlboro, among other brands, of the efforts that President Andrés Pastrana has been working towards since the beginning of his administration in August 1998.

Among the various points of the far-reaching agreement, it is contemplated that, at the request of DIAN, Philip Morris Colombia S.A. will inspect the contraband cigarettes that are seized by DIAN and will provide the latter with valuable information that will be useful in the application of the laws against contraband.

As stated by Armando Sobalvarro, Vice President of Philip Morris' Andes Region, "This agreement is a reflection of the successful conclusion of several months of conversations regarding the search for collaborative avenues with President Pastrana's government in general, and with Dr. Kertzman in particular, in order to assist the government in its fight against the contraband of Marlboro cigarettes. In turn, it will allow us to optimistically advance our plans regarding new businesses in Colombia."

Philip Morris Colombia S.A. is engaged in the importation of Marlboro cigarettes which are manufactured in Venezuela. Distribution of Marlboro is handled by John Restrepo and Cía.

"I am proud to be able to announce the significant achievement of this collaboration with the largest manufacturer of mass consumption products in the world and I feel confident that, very soon, the commitment that we enter into today will begin to produce results in the struggle against contraband which constitutes a serious problem for our nation," said Fanny Kertzman, Director of DIAN.

"The Philip Morris Colombia S.A. agreement constitutes one more element of the corporate policy of social responsibility that guides the Philip Morris company. Since 1996 we have been working jointly with FENALCO in developing campaigns for the prevention of cigarette sales to underage people. Likewise, in the area of environmental protection, at the beginning of last year, we initiated the support of Federación Nacional de Cafeteros de Colombia, with the aim of restoring a micro basin in the Municipality of Aranzazu in Caldas. It is important to note that Philip Morris is one of the largest buyers of Colombian export-grade coffee," added Mr. Sobalvarro.

Philip Morris Colombia S.A. is a subsidiary of Philip Morris which, together with Kraft Foods, Inc., Miller Brewing Company and Philip Morris Capital Corporation, make up Philip Morris Companies, Inc., the largest manufacturer of mass consumption products in the world.